LEO BURNETT COMPANY, *Inc.*
Ad No. 518—Req. No. 77098—Dog & Man—Page—4/c—4½ x 6⅝ in.—TV Guide, August 7, 1971 (A)
Printed in U.S.A.

Multifilter:

A low-tar cigarette with a tobaccoman's kind of flavor.

Consider it.

Regular: 15 mg "tar," 1.0 mg. nicotine—Menthol: 12 mg "tar," .8 mg nicotine av. per cigarette, FTC Report Nov.'70

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